

## **Regular January Richland Center Tourism Commission Meeting, January, 12, 2026**

The meeting was called to order by Commission Chairman Ron Fruit at 4:00 pm.

Members present are Ron Fruit, Jayme Walsh, Toni McCarvel, and Dennis Fry. Karin Tepley was absent.

Toni McCarvel made a motion to approve the meeting minutes from the November 15 meeting. Jayme Walsh seconded the motion, the motion carried unanimously.

### **November/December Bill Payment Approval:**

The Commission reviewed the listing of bill payments for the months of November and December of 2025, Director Richards made the comment there were a couple of refunds back into the accounts due to non-delivery of glowsticks for the Canyon of Lights Parade. Richards was able to get refunds and the funds credited back to our credit card. There weren't any further questions from the Commission members. Dennis Fry made the motion to approve the payment report, Jayme Walsh seconded that motion. A roll call vote was held: Fruit-yes, Walsh-yes, McCarvel-yes, Fry-yes. Motion unanimously passed.

### **There were no Action Items**

### **Department Updates**

#### **Gray Media Streaming Advertising**

Our streaming media advertising continues to be strong and our social media channels continue their growth in engagement and numbers of followers. With our 2026 budget we will begin streaming operations in Chicago and Minneapolis/St Paul markets on the first of March.

#### **Canoecopia/Governor's Conference on Tourism**

Director Richards updated that he will be attending Canoecopia, 03/12 – 03/15 and the Governor's Conference on Tourism 03/15 thru 03/17. We will staff a booth, along with staff from 12 Pines RC-Kayak rental, at Canoecopia. We have handouts and giveaways prepped to go. Richards has been asked to join a panel discussion at GCOT and speak on the efforts we have made to grow our marketing efforts in a rural county.

#### **Establishing the 501c3 separate entity of Greater Richland Tourism**

Richards also asked for a volunteer to join a work group in forwarding the effort to establish the new separate 501c3 Non-Profit entity. Dennis Fry volunteered and will work with the group of Brian McGraw, Weston Hanke, Drew Nussbaum, Mayor Todd Coppernoll and Director Richards to move this effort forward.

### **Next meeting and topics.**

None offered

The motion was made to adjourn the meeting by Fry, 2<sup>nd</sup> by Walsh. Motion Carried. The meeting was adjourned at 4:33 pm.

